

REQUEST FOR PROPOSAL

Addendum # 1



Department Of Executive Services
Finance and Business Operations Division
Procurement and Contract Services Section
206-684-1681 TTY RELAY: 711

DATE ISSUED: May 8, 2006

RFP Title: **Early Intervention Public Awareness Project**

Requesting Dept./ Div.: **King County Department of Community & Human Services – Developmental Disabilities Division**

RFP Number: **117-06CMB**

Due Date: **May 16, 2006 - 2:00 P.M.**

Buyer: Cathy M. Betts, cathy.betts@metrokc.gov (206) 263-4267

This addendum is issued to revise the original Request for Proposal, dated April 20, 2006, as follows:

1. The proposal opening date remains the same: Tuesday, May 16, 2006 no later than 2:00 p.m. exactly.
2. The sign in sheet from the May 2, 2006, pre-proposal conference is available by contacting Cathy Betts at cathy.betts@metrokc.gov. Please include your FAX number.
3. Section II, Part 6 – Budget, is revised to read: “The estimated budget for this scope of work is **\$20,000**. The source of funding for these services is the approved annual KCDDD budget. King County reserves the right to award a contract for only a portion of the tasks listed in Part 5.”

The following answers are provided to questions discussed at the pre-proposal conference or in response to questions received:

Q1: Will KCDDD require the consultant to use the “Babies Can’t Wait” logo that appears in public awareness materials prepared by ITEIP?

R1: No.

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TO BE ELIGIBLE FOR AWARD OF A CONTRACT, THIS ADDEMDUM MUST BE SIGNED AND SUBMITTED TO KING COUNTY

Sealed proposals will only be received by:

King County Procurement Services Section, Exchange Building, 8th floor, 821 Second Avenue, Seattle, WA 98104-1598. Office hours: 8:00 a.m. - 5:00 p.m., Monday - Friday

Company Name

Address

City / State / Postal Code

Signature

Authorized Representative/Title

Email

Phone

Fax

This Request for Proposal – Addendum will be provided in alternative formats such as Braille, large print, audiocassette or computer disk for individuals with disabilities upon request.

Q2: What is the type and size of the exhibit board that the exhibit display panels will be designed for and how will panels be attached to it?

R2: The exhibit board is 72 inches wide by 36 inches tall and is designed to sit on a table. The board is divided into three panels, each of which is approximately 24 inches wide. Panels are attached with Velcro fasteners.

Q3: Will KCDDD arrange for groups and/or individuals from the target audiences to be available to the consultant for Task 1 - market research and message development?

R3: No.

Q4: What are the contract specifications for Deliverable 10 - CD with electronic files?

R4: METRO bus advertisements

Each document must be provided in Adobe Illustrator, Adobe PhotoShop or Adobe PageMaker with minimum resolution of 300 dots per inch. METRO bus advertisements will be for interior display and must be formatted to a total area of 11 inches high by 34 inches wide with a "live area" of 10 inches high by 32.5 inches wide. The live area is the visible part of the sign which will not be covered by the frame. All text and graphics must be within the live area. All background colors and photo edges must "bleed" beyond the live area to the edge of the document to allow the signs to be printed with a full bleed.

Brochures and Exhibit Display Panels

Each document must be provided in Adobe Acrobat PDF format along with the source document in Adobe Illustrator, Adobe PhotoShop, or Adobe PageMaker with minimum resolution of 300 dots per inch. Fonts must be embedded in PDF files.

Q5: Does KCDDD currently work with preferred translators that may be used for the project? Do you anticipate the contractor will hire translators for the three requested foreign languages and is it expected those service fees will be part of the final project budget?

A5: KCDDD does not have translators that the consultant may use for the project. The RFP requires the consultant to provide required services using staff from its own firm and/or sub-consultants. Fees for translation are the consultant's responsibility and should be reflected in the proposed project budget.

Q6: Will KCDDD be assisting with the solicitation of participants for the focus groups or will that be the sole responsibility of the contractor?

A6: Please see item 1 under Items discussed at the pre-proposal conference regarding Task 1. For Task 3, groups and/or individuals from the target audiences will be arranged for the consultant by KCDDD at no cost to the consultant. The consultant will not be responsible for arranging or soliciting groups and/or individuals for Task 3.

Q7: Does KCDDD anticipate the production costs of the brochure (graphic design, photography and printing costs) to all be part of the final budget or will DDD take care of printing costs with a preferred vendor as a separate item?

A7: The consultant will be required to provide graphic design and photos and to provide one set of printed final documents for Deliverable 8 - brochures. The set will consist of one brochure document in each of four languages – English, Spanish, Somali and Vietnamese. The content and design of the brochures may differ by language group based on market research and testing. KCDDD will be responsible for printing the brochures in quantity from the electronic files provided by the consultant (Deliverable 10) as well as for distribution of the brochures.

Q8: Do you anticipate the bus advertisement media buy to be part of the PR budget or just the production of those ads?

A8: The consultant will be required to produce electronic files and one set of printed final METRO bus advertisements. KCDDD will be responsible for printing and placing the advertisements on buses.

Q9: Do you currently have ideas for how to use the display panels? If not, are you interested in learning more about strategies for how to reach families through community outreach efforts throughout King County?

A9: *KCDDD will use the exhibit display panels at community fairs and events. The scope of services for this RFP does not include recommendations or strategies for community outreach.*